



WELCOME TO THE PEFC WEEK NEWSLETTER!

Whilst combating deforestation clearly needs a boost, PEFC has been sowing the seeds of hope over the past years and we have seen some reassuring advancements recently.

We conducted a survey in 13 countries to evaluate to what degree consumers trust sustainability labels, and were delighted at discovering that shoppers are becoming more conscientious about safeguarding forest resources. The survey confirms our consistent messaging that it pays, and indeed consumers expect companies to put the label on the product. We welcome the fact that businesses are increasingly adopting measures to achieve zero net deforestation in their supply chains by 2020, whilst favoring forests as renewable resources. We have increased our advocacy efforts at the European Union level and within Southeast Asia, committed to raising awareness and engaging in processes impacting responsible forestry.

The PEFC membership continues to grow, with many new country and stakeholder members. The latest countries to have obtained PEFC endorsement for their systems include Argentina, China and Indonesia. PEFC continues to support system development in Cameroon, Republic of Congo, Hungary, India, Japan, Macedonia, Myanmar, Nepal, the Philippines, South Korea, Thailand, New Zealand and Vietnam. We are also enhancing support to our members through new guides and training packages. The PEFC Collaboration Fund is supporting projects that promise a significant impact nationally and internationally.

Awareness raising activities by our members have helped to catch the public's attention, encouraging responsible purchasing decisions down the line. For example: in Spain, sustainably produced wild food has captured the public's imagination; in Italy, focus has turned to publicity via sporting events; and in Finland, something akin has been realized through playful wooden building triangles at the Helsinki Design Week.

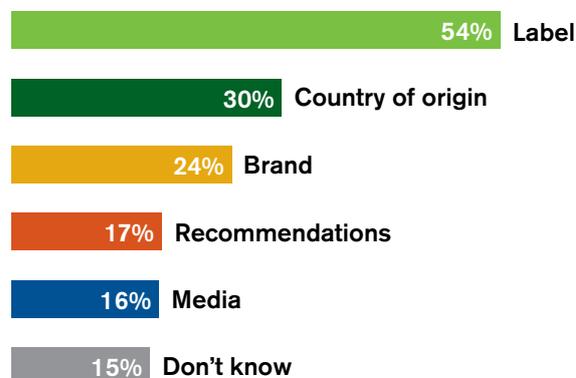
We invite you to join us in finding new collaborative approaches to support sustainable supply chains, stimulate demand for sustainable forest products, and strengthen the profile of the forest sector by better utilizing certification.

Consumers trust certification labels and expect companies to label products, PEFC research shows

More than 80% of consumers globally want companies sourcing certified material from sustainable managed forests to use certification labels, according to the first PEFC Global Consumer Survey.

The survey also shows that certification labels such as the PEFC label are by far the most trusted means of giving confidence to consumers that wood-based products are sustainably sourced. Globally, 54% of all consumers responded that certification labels re-assure them most that environmental and sustainable development considerations have been taken into account, ahead of country of origin (30%) and brand (24%).

What reassures you the most that environmental considerations and sustainable development have been taken into account? (% of consumers)



Consumers believe that it is important to make ethical choices, with more than half of all surveyed agreeing that their shopping choice for a labeled product can make a positive difference for the world's forests.



Company commitments

Businesses are a vital component in the fight against deforestation. The best will lead by example, and guidelines by business sector associations on sustainable timber procurement and finance help in mainstreaming responsible practices across the private sector. Below we feature some of the companies and initiatives that have recently taken action.

SOFT COMMODITIES COMPACT

The Soft Commodities Compact offers a huge potential to transform the way commodities such as timber, palm oil and soy are produced and processed, demonstrating a great commitment to sustainability within the banking sector. It was launched by the Banking Environment Initiative (BEI) and the Consumer Goods Forum (CGF), and includes a commitment for banks, where needed, to demand certain clients to improve their sustainability performance in line with CGF's expectations to achieving zero net deforestation in their supply chains by 2020. For timber products, the starting point includes forest certification systems such as PEFC.

AB Packaging

AB Group Packaging and PEFC are encouraging brand owners, retailers and consumers to use paper bags as an alternative to plastic, with the UK Government announcing that they are to introduce a £ 0.05 charge levy on all single-use plastic bags in England with effect from October 2015.

Bacardi

Every cardboard container BACARDÍ rum uses for its packaging in North America originates from a sustainable forest. Harvested trees provide pulp for the recyclable cardboard cases – close to 10 million a year – and all are certified by PEFC, SFI or FSC.



Barilla

Barilla, one of Italy's leading food producers, announced that all the cardboard used in its packaging will come from sustainably managed forests. Barilla purchases more than 30,000 tons of cardboard, which is now made from 100% virgin fiber, certified according to the international standards of PEFC, SFI, and FSC.



FrieslandCampina

FrieslandCampina, one of the largest dairy companies globally, intends to source as much of its fiber-based packaging material as possible from forests that have been certified as sustainably managed. To support implementation, Royal FrieslandCampina and PEFC Netherlands signed PEFC's sustainable forest management policy statement in April.

Oasis

Oasis Brands, makers of FIORA brand tissue and towels, announced their achievement of PEFC Chain of Custody certification earlier this year. The first FIORA products featuring the PEFC label arrived on store shelves in the summer, and the entire product line will be fully transitioned before year-end.

Packaging Marketing Initiative

Packaging is used everywhere; it is essential for protecting products on their journey from factory to store and eventually to people's homes, and consumers expect packaging to be responsibly sourced, with minimal impact on the environment and the world's forests. In 2014, we made significant progress in our Packaging Marketing Initiative, working with brand owners and retailers around the world to increase their use of PEFC-certified packaging material, as well as the PEFC label. This work is undertaken through six Regional Clusters and coordinated by members who have volunteered to take on the role of Cluster Champions. This bottom-up collaborative approach allows PEFC members everywhere to benefit from the combined knowledge and expertise of the entire organization in their local outreach efforts.



Pizza Hut

Pizza Hut, the biggest pizza restaurant chain in the world, launched its new PEFC-certified packaging for its new chicken range in France and Belgium. Pizza Hut management considers corporate social responsibility seriously and also prints all its brochures on PEFC-certified paper.

Pujolasos and Puig

Antonio Puig, an influential business in the perfume and fashion industry, celebrated its centennial with a special-edition fragrance. Partnering with Pujolasos, a company specializing in the development and production of wood packaging for the fragrance and cosmetic sectors, the new special-occasion fragrance was finished with a custom-made, PEFC-certified cap.

UL Environment

UL Environment, a business unit of Underwriters Laboratories, issued a new standard for Sustainability for Sanitary Paper Products, which specifies PEFC among forest certification standards that can be used as evidence that a product meets the 'Sustainable Forest Source' or 'System for Evidence Sourcing' criteria.





Advocacy and projects

At PEFC, we aim to identify opportunities where our expertise and funding can achieve the greatest impacts at national and international levels, working from advocacy through to capacity building, always with the goal of advancing sustainable forest management.



PEFC at the European Union

In recognition of the significant role that the European Union (EU) is playing in advancing sustainable forest management, PEFC International has appointed Xavier Noyon as its Brussels-based EU representative. In order to meet the expectations of the forest owners and companies that have obtained PEFC certification and other stakeholders, it is important for PEFC to have a voice in shaping the EU processes and policies, which are increasingly impacting on forestry and climate issues globally. Not only this, but the EU processes will also benefit from the specialist expertise and knowledge that PEFC has accumulated over the past 15 years.



PEFC in India

With India a prime target for the development of forest management and Chain of Custody certification, PEFC has created links with the newly registered Forest Certification Council of India (FCCI) as the forum for development of appropriate national standards. With the support of Suneel Pandey, a senior executive at the Indian multi-national ITC, guidance is being provided on PEFC's sustainability benchmark requirements so FCCI standards can be submitted for PEFC evaluation.

PEFC in Southeast Asia

To expand our capacity for forest management and Chain of Custody certification development in Southeast Asia, PEFC engaged Richard Laity as a Projects & Development Consultant for the region. Based in Laos, Mr. Laity will support PEFC and its partners in the region on group certification projects, and raise awareness on certification in Vietnam, Thailand, Malaysia and Indonesia. He will also advise PEFC on a forest certification “pathway” for Laos.



TREES project

With illicit trade and laundering of illegal timber worth an estimated 10-30% of the global wood trade, finding solutions and proposals to protect both the environment and the economy is vital. Responding to this need, PEFC Italy and its partners have launched a project aimed at preventing criminal organizations infiltrating into the EU timber market. The TREES project (Timber Regulation Enforcement to protect European wood Sector from criminal infiltration) aims to deliver a standardized set of guidelines, actions and strategies to overcome difficulties in Due Diligence implementation.



PEFC COLLABORATION FUND 2014

small investments > big impacts

PEFC Collaboration Fund

In 2014, the PEFC Collaboration Fund is focusing on large projects that promise a significant impact at national and international levels. It has awarded a total of CHF 100,000 to the four projects and leveraged just over CHF 60,000 from co-funding. The PEFC Collaboration Fund was developed to encourage locally relevant advancements in the sustainable management of forests, and to foster collaboration and dialogue amongst different actors.

This year's winning projects are:

Supporting stakeholders to develop the Macedonian forest certification system

Project objectives:

- Development of a Macedonian national forest certification system
- Creation of a National Governing Body
- Submission of the new national system to PEFC for endorsement

Implementing organization: Connecting Natural Values & People, Macedonia

Developing group certification for New Zealand's small forest owners

Project objectives:

- Development of a Group Certification System
- Examination of PEFC requirements for Group Certification
- Creation of a scoping and guidance document for setting up and implementing PEFC Group Certification

Implementing organization: The New Zealand Farm Forestry Association

Increasing accessibility to information on sustainable management of Finnish forests through remote sensing

Project objectives:

- Analysis of the Finnish National Standard of PEFC certification for indicators that can be reliably estimated through remote sensing
- Development of an online platform which uses remote sensing data to analyze the sustainability of forest management in Finland

Implementing organization: Forgis

Working with indigenous populations to improve relevancy of forest certification in their lands

Project objectives:

- To make forest certification more relevant and accessible in indigenous territories
- To strengthen forest certification standards so they reflect the unique needs of indigenous peoples in the Amazon Basin

Implementing organization: Coordinator of the Indigenous Organisations of the Amazon Basin



PEFC members, national forest certification system development, and PEFC endorsement

One of the most fundamental ways in which PEFC contributes to tackling deforestation is by supporting countries in developing their national forest certification systems, with increasing interest in PEFC around the world and especially in Asia. PEFC's unique bottom-up approach allows local stakeholders to develop sustainable forest management standards that are ideally adapted to their national circumstances while being in compliance with PEFC's globally recognized Sustainability Benchmarks.

CHINA

The China Forest Certification Scheme (CFCS) achieved PEFC endorsement in March 2014. China is not only the world's largest manufacturer of forest products but it is also among the five countries with the largest forest area in the world. Therefore, this endorsement represents a significant milestone in safeguarding global forests, and has the potential to substantially increase the demand for, as well as the supply of, PEFC-certified material worldwide. More than 200 professionals have participated in the China Forest Certification Council (CFCC) auditor training over the past years to be able to respond to the expected increase in demand for certification.

Argentina

Argentina became the latest South American country to achieve PEFC endorsement of its national forest certification system, following in the footsteps of Brazil, Chile, and Uruguay.

Cameroon



PAFC Cameroon began the development process for the Cameroonian forest management certification standard with the first stakeholder forum in the country. The two-day event, held in early spring 2014, was attended by around 150 participants, representing an extremely wide range of stakeholders. This event was the result of three years of engagement with the Cameroonian forestry sector through a range of outreach activities to secure backing for the development of a national Cameroonian standard.

Indonesia

The Indonesian Forestry Certification Co-operation (IFCC) received PEFC endorsement in October 2014. This endorsement is significant in terms of protecting Indonesia's invaluable biodiversity – Indonesia's rainforest is the third-largest in the world – and its contribution to the livelihoods of around 80 million people who depend on forest resources for a living.



It sends a strong message within a country that is still struggling with high deforestation rates, but also externally, as Indonesia begins to re-gain the trust of the international market place with its soon-to-be certified tropical forest products.

Japan

Japan is the latest Asian country to join as a PEFC national member. Following China, Indonesia and Malaysia, the addition of Japan's Sustainable Green Ecosystem Council (SGEC) to the PEFC alliance shows that PEFC truly is the forest certification system of choice for the region. SGEC is currently facilitating a multi-stakeholder process at national level to develop a Japanese forest management standard, and the organization is committed to seeking international recognition for its forthcoming national standard.

New Zealand

Interest has been growing in New Zealand for a national forest certification system since 2013, with the development of its system completed this year. The New Zealand Forest Certification Association submitted its application for PEFC membership in October 2014 to become the National Governing Body for New Zealand.



Nepal

Since 2012, PEFC has supported a project led by the Global Alliance of Community Forestry (GACF) to raise awareness of sustainable forest management and the importance of forest certification in Nepal. This has involved workshops carried out at local, district, regional and national levels, to introduce forest stakeholders to the role of sustainable forest management and forest certification. Efforts are now advancing to the next steps towards developing a national forest certification system in Nepal.

International stakeholder members

Attracting the right International Stakeholder members is equally important in our work to foster dialogue, collaboration and knowledge sharing among those committed to promoting responsibility in forest management and to tackling deforestation.



International Paper

International Paper (IP), a global leader in the paper and packaging industry, and the largest user of wood fiber in the world, joined PEFC. IP's commitment is backed up by its long-term engagement as a certificate holder in North and Latin America, as well as Europe and Asia. Since 2007, when all IP's US-based mills achieved PEFC Chain of Custody certification, the company went on to certify its forest area in both the US and Brazil, as well as holding PEFC Chain of Custody certificates in China, France, Malaysia and Taiwan.

Purinusa Ekapersada

Purinusa Ekapersada, the brand holder of Asia Pulp and Paper Group (APP), one of the largest pulp and paper companies in the world, joined PEFC. APP made global news headlines in 2013 when it announced an end to the clearing of natural forest across its entire supply chain in

Indonesia as part of its Forest Conservation Policy. This was a breakthrough for the global protection of natural forest, and the largest and most ambitious plan for the implementation of landscape level High Conservation Value and High Carbon Stock principles in the world.

RECOFTC

RECOFTC, the Center for People and Forests, became the latest non-profit organization to join PEFC. As the only international non-profit organization to specialize in capacity development for community forestry and devolved forest management, RECOFTC has a unique and important place in the world of forestry. Its vision is of local communities actively managing forests in Asia and the Pacific to ensure optimal social, economic, and environmental benefits.

Suzano

Suzano Pulp and Paper, one of the largest producers of eucalyptus pulp in the world, became the second Brazilian pulp and paper company to join PEFC.



Spanish language issue of PEFC's Toolkit

The Spanish language issue of PEFC's publication, *Your Toolkit: Developing a National Forest Certification System*, was launched in Mexico City at a seminar entitled "Sustainable Forest Management: International Experiences and Perspectives for Mexico" in September 2014. The *Toolkit* provides a step-by-step guide to developing a national forest certification system aligned with PEFC's globally recognized sustainability benchmark requirements. It is hoped that the Spanish issue of the *Toolkit* will help to support the establishment of a national certification system in Mexico and expand PEFC certification in other Spanish-speaking countries.



Reaching the general public

We are elaborating new ways to raise awareness about the many products that forests provide and to bring the public's attention to the value of our forests and consumer's responsibility in purchasing forest products from sustainable sources.

Food from sustainable forests

In Spain, sustainably produced wild food has been highlighted through "Creative Cuisine" cooking classes and articles in ORIGEN, a food-sector magazine. These efforts, driven by PEFC Spain and its partners, sparked interest in wild food quickly, and shortly after, the TV cooking show "Cocina con Sergia", dedicated an episode to wild food products recipes, underlining the value of certified forests. PEFC Spain also launched its recipe book *Cuisine from the Forests*, showcasing recipes made from foods originating from PEFC-certified Spanish forests.

Similarly, in the UK, "Food from the Forests", an evening event, was co-hosted by PEFC and AB Group Packaging, one of the UK and Ireland's biggest manufacturers of flexible packaging, featuring the multiple uses of forests, including as a source of food.



Sports events

2013 and 2014 showcased the strong bond between sport and the sustainable management of forests, as several Italian sporting event organizers partnered with PEFC Italy to promote the benefits of PEFC certification. This was seen at:

- The 2013 Winter Universiade;
- The 2013 Fiemme Nordic Ski World Championships;
- The 97th Giro d'Italia cycling race;
- The 2014 World Orienteering Championships and Trail Orienteering World Championships.

Forests often provide a venue to sports events; the event organization can consume hundreds of cubic meters of timber and bring employment to local forest products supply chains; and millions of spectators are receptive to messages concerning the forest landscapes. Sport and forest certification seem to share values on finding the balance between social, environmental, and economic needs.

Certified fashion

Forests and fashion were at the forefront for this year's celebration of the International Day of Forests. Forests provide materials and fibers that make up many common fashion industry consumer products, for example, high heels and handbags made from cork, wooden frames for eyeglasses, and the rayon and viscose items in our wardrobes. PEFC participated at the "Forests for Fashion" roundtable, hosted by the United Nations Economic Commission for Europe (UNECE), highlighting the importance of sustainable forest management in relation to an environmentally responsible fashion industry.



Helsinki Design Week

Thousands gathered to see the PEFC Wood Works x Laser Cut Studio installation take shape during the Helsinki Design Week. People were invited to share their forest-related stories online and at the event; these were then laser-engraved onto nearly 3,000 wooden triangles, such that as messages arrived, the centerpiece gradually came to life, revealing its shape on the third day. Afterwards, the triangles were given to visitors, enabling them to create different objects at home and to share them via social media. The event aimed at introducing the public to the journey that sustainable wood takes from the forest to the consumer, and showcase innovative ways to work with Finnish birch.





Green building and construction

PEFC has a strong track record for being recognized by green building initiatives, with PEFC Project Certification providing additional value by enabling entire construction projects to obtain PEFC certification.



Green building

PEFC UK worked proactively on the Kingsgate House construction project in London, the first major construction project in the world to achieve PEFC Project Certification. Over 1,000 cubic meters of cross-laminated timber from PEFC-certified forests was used for the construction, making up over 96% of the total volume of wood in the building. This seven-story building is not only one of the most sustainable housing developments in the UK but will also serve as a blueprint for future green buildings globally.

BREEAM

PEFC has been recognized for its ability to allow the construction industry to source forest products in a responsible way by BREEAM, the Building Research Establishment Environmental Assessment Method, which is the world's foremost environmental assessment method and rating system for buildings. Worldwide, there are more than a quarter of a million buildings with certified BREEAM assessment ratings and over a million registered for assessment.



PEFC's technical update

The robustness of our standards and their implementation on the ground are core ingredients of our success. We continuously improve our technical documentation and expand our training activities to ensure adherence with our standard requirements.

PEFC's Training Recognition Program



As part of PEFC's extensive support to certification bodies and to ensure robust implementation of PEFC certification requirements, we launched our Training Recognition Program (TRP), targeted at certification bodies worldwide. The PEFC TRP provides PEFC recognition to a certification body's own training program, enabling certification bodies to give PEFC training to their auditors and ensure their compliance with PEFC's training requirements in an efficient way. 16 certification bodies have already participated in the first two training sessions.

Individual auditor training

In addition to several auditor training sessions taking place over the year, PEFC International also supported and organized training sessions in the Czech Republic, Finland, Germany, Italy and North America.

PEFC Chain of Custody Guidance published

To provide additional support and to ensure consistency to companies and certification bodies in the implementation of PEFC Chain of Custody certification, PEFC complemented its Chain of Custody standard with the release of a Guidance Document.

FAQ for certification bodies

PEFC released its latest FAQ (frequently asked questions) document, providing additional support and ensuring consistent feedback to certification and accreditation bodies.

Online sessions for accreditation bodies

PEFC began providing online training for accreditation body representatives to familiarize them with PEFC and to encourage them to attend any Chain of Custody auditor training sessions that are organized in their area.



FOREST CERTIFICATION
PEFC™ WEEK 2014

**Engaging Consumers
on SUSTAINABILITY**

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